

GOVERNMENT ARTS AND SCIENCE COLLEGE, PERAVURANI
DEPARTMENT OF BUSINESS ADMINISTRATION
MARKETING MANAGEMENT
II SEMESTER
PART III – 16CCBB3

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MULTIPLE CHOICE QUESTIONS :

- 1. Marketing Management is _____**
- (a) Managing the Marketing process
 - (b) Monitoring the profitability of companies product and service
 - (c) The art and science is choosing target markets and getting, keeping and growing customers through creative, delivery and communicating superior customer value.
 - (d) Developing marketing strategies to move the company forward.

Ans : c

- 2. Labeling, packaging are associated with _____**
- (a) Price Mix
 - (b) Product Mix
 - (c) Place Mix
 - (d) Promotion Mix

Ans. : b

- 3. Companies facing the challenge of setting prices for the first time can choose between two broad strategies; market – penetration pricing and _____**
- (a) Market-Level pricing
 - (b) Market-Competitive pricing
 - (c) Market-Skimming pricing
 - (d) Market-Pricing lining

Ans. : c

- 4. The stages of the PLC the characterized by overcapacity, greater competition and the eventual elimination of weaker competitors is called _____**
- (a) Decline stage
 - (b) Introduction stage
 - (c) Growth stage
 - (d) Maturity stage

Ans. : d

5. Which of the following is not a type of decision usually made during the product development stage?

- (a) Branding
- (b) Product positioning
- (c) Packaging
- (d) Product screening

Ans. : a

6. _____ markets are made up the member of the distribution chain.

- (a) Consumer
- (b) Business to Business (Industrial)
- (c) Channel
- (d) Institutional

Ans. : c

7. The differentiation in pricing for various geographical customers _____

- (a) Price skimming
- (b) Psychological pricing
- (c) Price variation
- (d) Geographical pricing

Ans. : d

8. _____ begins when the company finds and develops a new-product idea. During the product development, sales are zero and the companies investment cost mount.

- (a) Introduction
- (b) Growth
- (c) Maturity
- (d) Product development

Ans. : d

9. Pricing to cover variable cost and some fixed cost, as in the case of some automobile distributionship that sell below total cost, is typically of which of the following pricing objective?

- (a) Current profit maximisation
- (b) Product quality leadership
- (c) Market share leadership
- (d) Survival

Ans. : (d)

10. Who is the father of Modern Marketing _____

- (a) Peter Drucker
- (b) Philip Kotler
- (c) Lester Wunderman
- (d) Abraham Maslow

Ans. : b

11. **Marketing is the process which aims at _____**

- (a) Production
- (b) Profit-making
- (c) Satisfaction of customer needs
- (d) Selling product

Ans. : c

12. **The importance of customers in the whole value creation process, the D.A.R.T. highlights this aspect in a vivid manner _____**

- (a) Contemporary Model
- (b) Conventional Model
- (c) Both a & b
- (d) None of above

Ans. : a

13. **Definition of marketing given by Philip Kotler _____**

- (a) Marketing is a process by which companies create value for customers & build strong customers relationships in order to capture value from customers in return
- (b) Marketing is a societal process by which individual and groups obtained what they need and wants through creating offering and freely exchanging products & services of value with others
- (c) Marketing is a activity, set of institutions & processes for creating, communicating, delivery and exchanging offering that have value of customers, clients, partners and society at large.
- (d) None of above

Ans. : a

14. **The term of Marketing Mix describes _____**

- (a) a composite analysis of all environmental factors inside and outside the firm
- (b) a serious of business decision that aid in selling a product
- (c) the relationship between the firms marketing strength and its business weaknesses
- (d) a blending of strategic elements to satisfy specific target markets

Ans. : d

15. **Which one of the following sets represents 4C's of the marketing mix _____**

- (a) customer solutions, cost, convenience, communication
- (b) customer, cost, convenience, comfort
- (c) convenience, communication, coverage, cost
- (d) cost, coverage, communication, consultancy

Ans. : a

16. **Which of the following features of the marketing?**

- (a) Needs and wants
- (b) Creating a market offering
- (c) Customer value
- (d) All of the above

Ans. : d

17. **Which of the statement is not true for selling?**

- (a) focuses on need of a seller
- (b) aims at maximising the sales
- (c) involves fragmented approach to sell
- (d) selling is limited to exchange of goods and services

Ans. : b

18. **Which of the following is not function of packaging?**

- (a) Product production
- (b) Pricing objective
- (c) Promotion
- (d) Product identification

Ans. : b

19. _____ **concepts is based on those companies who believes in this philosophy that quality of goods or services of good standard can easily attract customers.**

- (a) Marketing concept
- (b) Production concept
- (c) Product concept
- (d) Selling concept

Ans. : c

20. **The systematic search for new-product ideas in characteristic of which stage in the new product development process?**

- (a) Idea screening
- (b) Concept development and testing
- (c) Idea generation
- (d) Business analysis

Ans. : c

21. **Which of the following 4C's of marketing mix involves decision regarding channels coverage, assortments, locations, inventories and transports?**

- (a) Product
- (b) Price
- (c) Place
- (d) Promotion

Ans. : c

22. Which of the following is the name, term, sign, symbol, design or a combination of this, that identify that maker or seller of a product or service?
- (a) Label
 - (b) Co brand
 - (c) Brand
 - (d) Product

Ans. : c

23. The consumer's estimates of products overall capacity to satisfy his or her needs is called _____
- (a) Product cost
 - (b) Product value
 - (c) Product need
 - (d) Product satisfaction

Ans. : b

24. The basic role of promotion is _____
- (a) information
 - (b) communication
 - (c) interpretation
 - (d) manipulation

Ans. : b

25. The term of marketing refers to _____
- (a) advertising, sales promotion, publicity and public relation activities
 - (b) new product needs ideas, developments, concepts and improvements
 - (c) sales planning, strategy and implementation
 - (d) a philosophy that stress customer value and satisfaction

Ans. : d

26. This of the following is not type of marketing concept _____
- (a) production concept
 - (b) selling concept
 - (c) society marketing concept
 - (d) supplier concept

Ans. : d

27. _____ is want for specific product backed by on ability to pay.
- (a) demand
 - (b) need
 - (c) want
 - (d) customer

Ans. : a

28. **Surf Excel was named to take the benefit of the existing brand value of surf. This strategy can be classified as _____ strategy.**

- (a) brand growth
- (b) brand extension
- (c) branding
- (d) brand level

Ans. : b

29. **NPD stands for _____**

- (a) New Product Department
- (b) New Product Division
- (c) New Product Development
- (d) New Production Department

Ans. : c

30. **Providing a description of product and its attributes and inviting commend from consumers is called _____**

- (a) Market testing
- (b) Attribute testing
- (c) Marketing testing
- (d) Concept testing

Ans. : d

31. **What are the two ways that a company can obtain new products?**

- (a) New product development and acquisition
- (b) Market mix modification and business development merge
- (c) Line extension and brand management
- (d) Service development product extension

Ans. : a

32. **Executives, manufacturing employees and sales people are all examples of _____**

- (a) Core members of innovation management system.
- (b) Internal source of new product ideas.
- (c) Research and development team members.
- (d) External source of new product ideas.

Ans. : b

33. **During which stage of the product life cycle does a company seek to build selective distribution?**

- (a) Introduction
- (b) Decline
- (c) Growth
- (d) Maturity

Ans. : a

34. **To remain dominant, a market leader looks for _____**
- (a) ways to expand total market demand
 - (b) attempting to product its current share
 - (c) increasing its market share
 - (d) all of the above

Ans. : d

35. **Most specifically, marketing strategy _____**
- (a) It is concerned with key decisions required to reach an objective
 - (b) To encompasses selecting and analysing a target market and creating and maintaining an appropriate marketing mix.
 - (c) Expands geographic boundaries of markets to serve large geographic area
 - (d) Involves determine the direction and objectives of marketing management.

Ans. : b

36. **What type of competitive structure exists when a firm produce a product that as no close substitutes?**
- (a) Monopoly
 - (b) Oligopoly
 - (c) Monopolistic competition
 - (d) Perfect competition

Ans. : a

37. **A product item can be best described as _____**
- (a) component of marketing mix
 - (b) particular type of brand
 - (c) specific characteristic of a company's product
 - (d) the specific version of product

Ans. : d

38. **Management is a compulsory process of _____**
- (a) decision making
 - (b) lapse
 - (c) final decision
 - (d) interim decision

Ans. : a

39. **The 4 P's of marketing represent one of the following _____**
- (a) 4 phases
 - (b) 4 personalities
 - (c) 4 components
 - (d) 4 philosophies

Ans. : c

40. Advertising is a part of _____ function.

- (a) distribution
- (b) selling
- (c) promotion
- (d) pricing

Ans. : c

41. The marketing plan provides both _____

- (a) The vision and the cost
- (b) The vision and the direction
- (c) The vision and control
- (d) The vision and post

Ans. : b

42. Marketing planning consists of _____

- (a) Product positioning
- (b) Market segmentation
- (c) Distribution network
- (d) All of the above

Ans. : d

43. Market is which supply is greater than demand _____

- (a) Buyer market
- (b) Seller market
- (c) Retail market
- (d) Wholesale market

Ans. : a

44. The most traditional method used in direct marketing is _____

- (a) catalogue marketing
- (b) direct mail
- (c) online marketing
- (d) viral marketing

Ans. : b

45. The purchase of _____ is least likely to be affected by demographic factors.

- (a) a car
- (b) table salt
- (c) a computer for home use
- (d) fast food

Ans. : b

46. **Which approach to International marketing involves least risk and minimum effort?**
- (a) Licensing
 - (b) Exporting
 - (c) Franchising
 - (d) Joint venturing

Ans. : b

47. **When graphic products decided to international with its marketing efforts, it adopted a total global approach?**
- (a) branding
 - (b) product characteristics
 - (c) packaging
 - (d) advertising

Ans. : d

48. **Consumer movement is _____**
- (a) against foreign imports that are much cheaper than product produced in the home market
 - (b) a movement that is trying to improve consumer satisfaction
 - (c) a social movement that is able to challenge big business practices
 - (d) a diverse group of individuals, groups and organisation attempting to product the rights of consumers

Ans. : d

49. **The marketing environment is best described as being _____**
- (a) composed of controllable variables
 - (b) composed of variable independent of one another
 - (c) an indirect influence on marketing activity
 - (d) dynamic and changing

Ans. : d

50. **All of the following are marketing management task except _____**
- (a) marketing planning
 - (b) organising marketing activities
 - (c) co-ordinating marketing activities
 - (d) project development and analysis

Ans. : d